

Application No. 09/921,096  
Amendment dated October 18, 2007  
Reply to Office Action of April 19, 2007

RECEIVED  
CENTRAL FAX CENTER  
OCT 18 2007

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (currently amended) A system for distributing digital video content, the system comprising:
  - a sending processor operable to distribute video content over a network to at least one storage location, the video content including a plurality of media assets and associated metadata combined into groupings, the groupings determined by based on at least one common criteria of common to the media assets and not determined by content preference of a consumer, the sending processor operable to aggregate the groupings into at least one rollout for presentation to at least one group of consumers selected based on at least one common criteria of the consumers; and
  - a receiving processor at each storage location operable to receive the video content from said sending processor and refresh a content database based on the video content received, said content database adapted to provide the at least one group of consumers access to the video content stored therein for a predetermined interval of time having a programmed begin date and a programmed end date.
2. (previously presented) The system of claim 1, wherein said receiving processor is operable to refresh said content database based on the at least one common criteria of the consumers.
3. (previously presented) The system of claim 2, wherein the at least one common criteria of the consumers includes the content usage by the consumers.
4. (previously presented) The system of claim 3, wherein the content usage includes the viewing habits of each consumer.

Application No. 09/921,096  
Amendment dated October 18, 2007  
Reply to Office Action of April 19, 2007

5. (previously presented) The system of claim 3, wherein the content usage includes an amount of time each consumer views the content.
6. (previously presented) The system of claim 1, wherein said receiving processor is operable to refresh said content database based on one or more contractual obligations associated with the content.
7. (previously presented) The system of claim 6, wherein one of the contractual obligations includes a price charged for media content access.
8. (currently amended) A method for refreshing video content stored on at least one content database, the method comprising the steps of:
  - selecting at least one content database;
  - identifying video content to be offered to at least one consumer during a predetermined interval of time having a programmed begin date and a programmed end date, the video content including a plurality of media assets and associated metadata combined into groupings, the groupings determined by based on at least one common criteria of common to the media assets and not determined by content preference of a consumer, the groupings aggregated into at least one rollout for presentation to at least one group of consumers selected based on at least one common criteria of the consumers; and
  - refreshing each content database with the identified video content.
9. (previously presented) The method of claim 8, wherein said refreshing step is based on the at least one common criteria of the consumers.
10. (previously presented) The method of claim 9, wherein the at least one common criteria of the consumers includes the content usage by the consumers.
11. (previously presented) The method of claim 10, wherein the content usage includes the viewing habits of each consumer.
12. (previously presented) The method of claim 10, wherein the content usage includes an amount of time each consumer views the content.

Application No. 09/921,096  
Amendment dated October 18, 2007  
Reply to Office Action of April 19, 2007

13. (previously presented) The method of claim 9, wherein said refreshing step is based on one or more contractual obligations associated with the content.
14. (previously presented) The method of claim 13, wherein one of the contractual obligations includes a price charged for media content access.
15. (currently amended) A system for distributing digital media content, the system comprising:
  - a sending processor operable to deliver media content over a network to at least one storage location, the media content including a plurality of media assets and associated metadata combined into groupings, the groupings determined by based on at least one common criteria of common to the media assets and not determined by content preference of a consumer, the sending processor operable to aggregate the groupings into at least one rollout for presentation to at least one group of consumers selected based on at least one common criteria of the consumers; and
  - a receiving processor at each of said storage locations operable to receive the media content from said sending processor and refresh a content database based on the at least one common criteria of the consumers, said content database adapted to provide each consumer of the at least one group access to the media content stored therein for a predetermined interval of time having a programmed begin date and a programmed end date.
16. (previously presented) The system of claim 15, wherein the at least one common criteria associated with the consumers includes the content usage by the consumers.
17. (previously presented) The system of claim 16, wherein the content usage includes the viewing habits of each consumer.
18. (previously presented) The system of claim 16, wherein the content usage includes the listening habits of each consumer.
19. (previously presented) The system of claim 15, wherein the content usage includes an amount of time each consumer views the content.

Application No. 09/921,096  
Amendment dated October 18, 2007  
Reply to Office Action of April 19, 2007

20. (previously presented) The system of claim 15, wherein said receiving processor is operable to refresh said content database further based on one or more contractual obligations associated with the content.
21. (previously presented) The system of claim 20, wherein one of the contractual obligations includes a price charged for media content access.
22. (currently amended) A method for distributing digital media content to one of a plurality of storage locations, the method comprising the steps of:
  - selecting media content, the media content including a plurality of media assets and associated metadata combined into groupings, the groupings determined by ~~based on~~ at least one ~~common criteria of~~ common to the media assets and not determined by content preference of a consumer, the groupings aggregated into at least one rollout for presentation to at least one group of consumers selected based on at least one common criteria of the consumers;
  - identifying at least one of the storage locations for receiving the selected media content;
  - distributing the selected media content to each identified storage location;
  - and
  - offering the selected media to at least one of the consumers for a predetermined interval of time having a programmed begin date and a programmed end date.
23. (previously presented) The method of claim 22, wherein the at least one common criteria of the consumers includes the content usage by each consumer.
24. (previously presented) The method of claim 23, wherein the content usage includes the viewing habits of each consumer.
25. (previously presented) The method of claim 23, wherein the content usage includes the listening habits of each consumer.
26. (previously presented) The method of claim 23, wherein the content usage includes an amount of time each consumer views the content.

Application No. 09/921,096  
Amendment dated October 18, 2007  
Reply to Office Action of April 19, 2007

27. (previously presented) The method of claim 22, wherein said selecting step is further based on one or more contractual obligations associated with the content.
28. (previously presented) The method of claim 27, wherein one of the contractual obligations includes a price charged for media content access.
29. (currently amended) A system for delivering and managing media content for use by consumers, the system comprising:
- a sending processor operable to deliver the media content over a network, the media content including a plurality of media assets and associated metadata combined into groupings, the groupings determined by-based on at least one common criteria of common to the media assets and not determined by content preference of a consumer, the sending processor operable to aggregate the groupings into at least one rollout for presentation to at least one group of consumers selected based on at least one common criteria of the consumers; and
- a receiving processor operable to download the media content from said sending processor to a database, the receiving processor being operable to automatically purge the media content after a predetermined interval of time having a programmed begin date and a programmed end date.
30. (previously presented) The system of claim 29, wherein said receiving processor is programmed to offer each consumer an extension of time before purging the media content.
31. (previously presented) The system of claim 29, wherein said receiving processor is programmed to decrypt media content that is encrypted.
32. (previously presented) The system of claim 29, wherein said receiving processor is programmed to report the viewing habits of each consumer.
33. (previously presented) The system of claim 29, wherein said receiving processor is programmed to report the listening habits of each consumer.
34. (previously presented) The system of claim 29, wherein said receiving processor is programmed to report the amount of time the media content was used.

Application No. 09/921,096  
Amendment dated October 18, 2007  
Reply to Office Action of April 19, 2007

35. (previously presented) The system of claim 29, wherein said receiving processor is programmed for secured access to the media content.
36. (previously presented) The system of claim 29, wherein said receiving processor is programmed to prevent unauthorized copying of the media content.
37. (previously presented) The system of claim 29, wherein the media content includes video content.
38. (previously presented) The system of claim 29, wherein the media content includes media content selected by one of the consumers.
39. (previously presented) The system of claim 29, wherein said receiving processor and database are located proximate a visual display accessible by one of the consumers.